



Virginia Information Technologies Agency



VITA's Customer Relationship Management (CRM) Program

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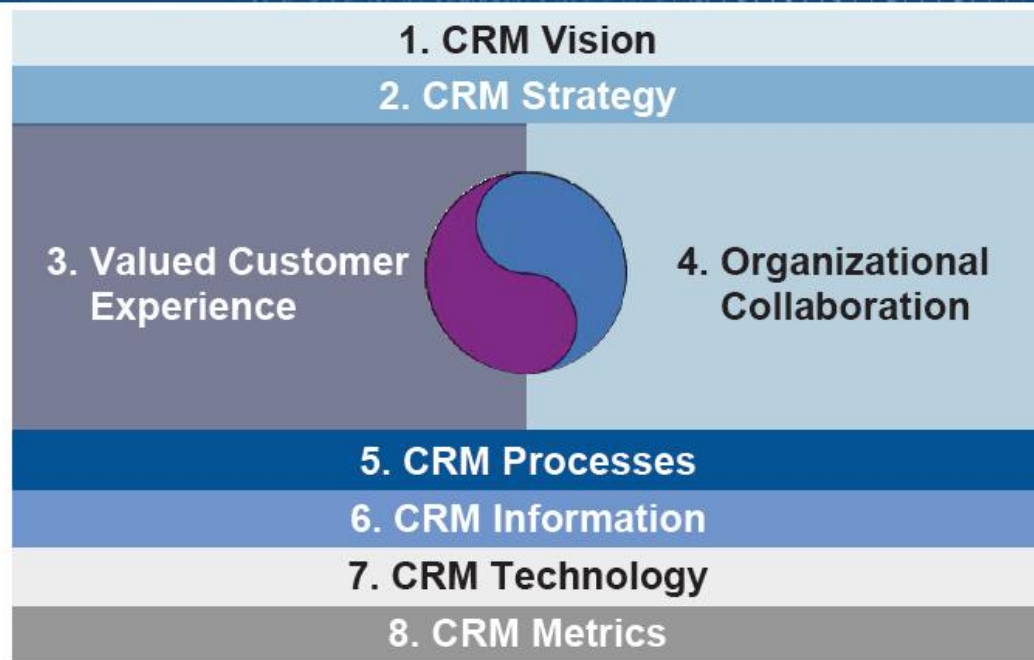
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Program Overview

Eight Building Blocks of CRM

CRM — It's Not Just Software; The Eight Building Blocks of CRM



Complete
Executing

Executing ●

Gartner.



CRM Vision

- Definition of customer relationship management (CRM) at VITA
- Leadership roles
- Principles for customer service interactions
- VITA personality objective and model – VITA values
- Managing customer interaction channels
- Common practices for customer service interactions



CRM Strategy

- CRM strategy draft under review; elements include:
 - Customer, market and competitor analysis; customer segmentation
 - Goals, objectives, measures for each segment
 - Tactical plans for each segment – tasks, dates, assignments
 - Technology needs identified



Segment Descriptions

VITA External Customers

Segment 1

- Use of IT infrastructure program is mandatory
- IT budget/spend average \geq \$5 million
- 16 executive branch agencies
- Across eight secretariats

Segment 2

- Use of IT infrastructure program is mandatory
- IT budget/spend average $<$ \$5 million
- 49 executive branch agencies plus the governor's office
- Across 10 secretariats

Segment 3

- All other government entities
- Federal, state and local
- IT infrastructure program is optional

Segment 4

- Only receive information
- Generally cannot and/or will not purchase products or services that VITA offers



What's Next?



Define Valued Customer Experience

- Identify key customer interactions
- Map interactions
- Identify “moments of truth” (those that shape the customer’s perception of the interaction)
- Identify needs for improvement:
 - Processes
 - Procedures
 - Communications
 - Tools



Discussion

- How should VITA involve agency customers in defining the valued customer experience?